

Tobacco Education and Research Oversight Committee (TEROC) Agenda

Monday, March 24, 2003
10 a.m. – 5 p.m.

Oakland Airport Hilton
1 Hegenberger Road
Oakland, CA

10:00 – 10:10	Welcome and Introductions	Kirk Kleinschmidt
10:10 – 10:20	Approval of Minutes from January 13, 2003 Meeting; Correspondence; Announcements	Kirk Kleinschmidt
10:20 – 10:30	Environmental Developments <u>Expected outcome:</u> <ul style="list-style-type: none">• Discuss major tobacco-related news	Kirk Kleinschmidt
10:30 – 11:00	Legislative Update <u>Expected outcome:</u> <ul style="list-style-type: none">• Learn about tobacco-related legislation• Determine TEROC position on bills	Julie Bradley Hart
11:00 – 11:30	Budget and Finance Update <u>Expected outcome:</u> <ul style="list-style-type: none">• Hear budget-related developments, such as cigarette tax increase• Hear of Proposition 10 backfill formula decision by Board of Equalization	Michael Tucker
11:30 – 12:00	Agency Budget Updates <u>Expected outcome:</u> <ul style="list-style-type: none">• Learn of Tobacco Control Section (TCS) decisions to implement budget cuts• Learn effect of Cancer Registry funding out of Research Account• Revisit TEROC criteria from last year	Robin Shimizu Larry Gruder
12:00 – 1:00	LUNCH BREAK	

1:00 – 2:00	<p>Medi-Cal cessation</p> <p><u>Background:</u> MediCal participants have a much higher smoking rate than the general population (30 percent vs. 17.4 percent)</p> <p><u>Expected outcome:</u></p> <ul style="list-style-type: none"> • Learn current benefits and utilization within Medi-Cal fee-for-service and Medi-Cal managed care plans • Discuss ways of promoting inter-agency collaboration on this issue; how to implement TEROC recommendations? 	Jeanne Machado-Derdowski
2:00 – 2:30	<p>UC – Tobacco-Related Disease Research Program report</p> <p><u>Expected outcome:</u></p> <ul style="list-style-type: none"> • Learn recent program updates • Hear outcomes of February 10, 2003, meeting • Learn scientific advisory council recommendations for future program focus • Hear progress for hiring Director 	Larry Gruder
2:30 – 3:15	<p>CA Department of Education report</p> <p><u>Expected outcome:</u></p> <ul style="list-style-type: none"> • Learn recent program updates • Hear outcomes of January 30, 2003, meeting and recommendations for future program focus 	Meredith Rolfe
3:15 – 3:30	BREAK	
3:30 – 4:30	<p>DHS/TCS report</p> <p><u>Expected outcome:</u></p> <ul style="list-style-type: none"> • Learn recent program updates • Review new ads produced and learn of new creative • Learn of criteria used to judge ad content • Hear progress on new ad concepts, focus group responses, and approval status 	Dileep G. Bal
4:30 – 4:45	<p>Master Plan Utilization Update</p> <p><u>Expected outcome:</u></p> <ul style="list-style-type: none"> • Discuss outcomes of February 24, 2003, meeting and future plans 	Kirk Kleinschmidt
4:45 – 5:00	Public Questions and Comments	Kirk Kleinschmidt
5:00	<p>Adjourn</p> <p>Next TEROC Meeting: May 19, 2003, in Sacramento</p>	